

Video Script

Methwatch Program
Training

VIDEO

OPEN ON SCENE OF A MAN MILLING
AROUND THE OTC DRUG PRODUCTS
AISLE AS SEEN THROUGH BLACK-AND-
WHITE VIDEO SECURITY CAMERA

DISSOLVE TO FLOOR LEVEL SHOT OF
SAME SCENE; THE PERSON WE'VE
BEEN WATCHING THROUGH THE
SECURITY CAMERA , TURNS AND
SPEAKS TO CAMERA—REVEALED TO
BE NARRATOR

AUDIO

NARRATOR (VOICE-OVER): You're looking at
a major problem we're facing, here in Kansas.
It's right there on the shelves.
Right out in the open.
All the ingredients needed for making meth!

Drug dealers and drug addicts know it, too!

Producing methamphetamine is dangerous—not just
for those who make or use it, but for all of us.

The production process is potentially explosive.
It not only damages our environment, it also puts all
of us at greater risk of becoming victims of
violence and theft.

It's an expensive and deadly problem.

NARRATOR (OC): That's why your company—like
ours and others across the state—have joined with
the Kansas Department of Health and Environment,
the Kansas Bureau of Investigation and law enforce-
ment officials in an important, innovative partnership
called the Kansas Retail Meth Watch Program, or...

Meth Watch for short.

In this video, I will tell you more about meth.
I'll tell you how it's made.
How retail stores provide the key ingredients that go
into it.

I'll also tell you about the Meth Watch program and
how you can play a vital role in the effort to make our
state safer and cleaner.

Thank you for taking the time to learn more about
this issue and for your cooperation in the Meth Watch
program. Together we will make a difference for our
families and communities.

VIDEO

FULL-SCREEN GRAPHIC:
What is methamphetamine?

DISSOLVE IN EXAMPLES OF METH,
ONE AT A TIME, UNTIL THE SCREEN IS
FILLED WITH THE FULL VARIETY

SUPERIMPOSE WORD GRAPHICS
ACROSS-CROSS: CRANK, CRYSTAL-
METH, GLASS, ICE, SPEED, ZIP,
QUARTZ

DISSOLVE TO NARRATOR ON CAMERA

DISSOLVE TO FULL-SCREEN GRAPHIC
SEQUENCE:

- A false sense of well-being
- Convulsions, twitching, jerking
- Aggressive behavior
- Increased muscle tension,
grinding of teeth
- Impaired speech
- Dry, itchy skin

- A false sense of well-being
- Convulsions, twitching and jerking
- Aggressive behavior
- Increased muscle tension, grinding of
teeth
- Impaired speech
- Dry, itchy skin

NARRATOR ON CAMERA

AUDIO

NARRATOR (VO): What is methamphetamine?

Meth is an illegal drug that is produced and sold as
pills, capsules, powder, or chunks.

Meth is extremely addictive and can be smoked,
snorted, injected, or eaten.

On the street, meth is called crank, crystal-meth,
glass, ice, speed, zip and quartz.

NARRATOR (OC): Methamphetamine affects the
central nervous system and causes the brain to
release dopamine, a natural chemical that makes
people feel pleasure. Dopamine is vital to normal
brain function, but, over time, meth use destroys the
brain's ability to produce dopamine.

Short-term side effects of using meth include:

- A false sense of well-being
- Convulsions, twitching and jerking
- Aggressive behavior
- Increased muscle tension, grinding of teeth
- Impaired speech
- Dry, itchy skin
- And much more.

Long-term side effects include:

- A false sense of well-being
- Convulsions, twitching and jerking
- Aggressive behavior
- Increased muscle tension, grinding of teeth
- Impaired speech
- Dry, itchy skin

NARRATOR (OC): When meth users are coming off
of their drug high, they may experience what is called
a crash. During a crash, meth users may sleep for
long periods at a time. Or, they also may become
paranoid, delusional and very aggressive.

VIDEO

NARRATOR ON CAMERA WALKS OVER TO TABLE DISPLAY WITH VARIETY OF STORE PRODUCTS

ZOOM IN TO ECU OF EACH PRODUCT AS EACH IS IDENTIFIED

NARRATOR ON CAMERA:

DISSOLVE TO FULL-SCREEN GRAPHIC: METHWATCH LOGO GRAPHIC

AUDIO

One of the most important reasons for becoming more educated about meth is because it is a relatively easy drug to make.

And because... the ingredients for it are readily available in retail stores such as yours—ingredients found in:

- Cold tablets (such as Sudafed) containing ephedrine or pseudoephedrine
- Lithium batteries
- Starter fluid
- Rock salt
- Drain cleaners (such as Liquid Plumr)
- Camping fuel
- Sulfuric acid
- Acetone
- Gas additives (such as Heet)
- Paint thinner
- Match books
- Coffee filters
- Aluminum foil
- Glassware

The people who make meth, called meth cooks, often buy or steal these ingredients from retail stores, usually in large quantities.

So their behavior—which can become erratic and violent—represents yet another potential danger to the you and your customers.

Since chemicals, explosives and hazardous wastes are byproducts of the manufacturing process, meth production also damages our state's natural resources.

NARRATOR (VO): That's why Meth Watch and your participation are so important.

VIDEO

DISSOLVE TO FULL SCREEN GRAPHIC:

702 meth labs seized

DISSOLVE TO NARRATOR ON CAMERA

DISSOLVE TO DOOR DECAL ON
ENTRANCE TO STORE

DISSOLVE TO SHELF TAGS

DISSOLVE TO PRODUCT/SHELF DIS-
PLAY, SHOWING LIMITED QUANTITIES
ON THE SHELF

DISSOLVE TO WIDE SHOT OF STORE
AISLE, SHOWING LOCATION

DISSOLVE TO A COUPLE OF STORE
EMPLOYEES LOOKING AT POSTER ON
EMPLOYEE BULLETIN BOARD

AUDIO

Last year in Kansas, 702 clandestine meth labs were seized, leaving behind many negative aftereffects.

NARRATOR (OC): Now, through METH WATCH, the Kansas Department Health and Environment, the Kansas Bureau of Investigation and a team of Kansas retailers have joined forces with the goal of stopping meth production in our state.

As a METH WATCH partner, here are specific steps you can take to help us reach that goal.

If you are a store manager or owner,

- 1) Place Meth Watch decals in your store to detour crime. We are providing decals for the entrance of your facility and the pharmacy or customer service area, and we are providing shelf tags with the Meth Watch logo to be placed near meth-related products. When criminals know you're onto their game, they will move on to somewhere else.
- 2) Limit the number of packages or containers of meth-related items on display. This reduces theft by meth cookers and helps employees monitor the flow of these products through the store.
- 3) Limit the number of packages or containers purchased at one time. This is no inconvenience to citizens purchasing these items for normal use. It will be an inconvenience to meth cookers who need quantities of these items.
- 4) Place meth-related products in high staff areas, in aisles with video and/or behind the sales counter. This will make people engaged in illegal activity very uncomfortable.
- 5) Make sure all employees understand the Meth Watch program, including new hires.

VIDEO

DISSOLVE TO FULL SCREEN GRAPHIC:

Be aware of:

- people purchasing large quantities of meth-related items
- people purchasing a combination of the items used in meth production

Watch for:

- theft
- erratic behavior

Report suspicious activity/behavior

Suspicious Transaction Report

List the items purchased and method of payment

Note the time and date of the purchase

Include a physical description of the suspect (height, age, weight, etc.).

Car and license plate number?

DISSOLVE TO CLOSE-UP OF NARRATOR ON CAMERA

AUDIO

If you are a store employee, here's what you can do:

- 1) Be aware of people purchasing large quantities of meth-related items, particularly cold tablets, batteries, starter fluid, camping fuel, gas additives and matches. A large quantity is generally considered to be more than three at one time.
- 2) Be aware of people purchasing a combination of the items used in meth production. Often the items will be purchased at the same time.
- 3) Be on the lookout for theft. Sometimes these criminals will steal the items for meth rather than buy them.
- 4) Look for erratic behavior. People on meth or needing meth often have poor hygiene, are thin, have bags under their eyes, have acne, and act jittery or paranoid. If you notice erratic behavior, notify your manager.
- 5) Submit a Suspicious Transaction Report and contact law enforcement when you suspect a meth cooker. Write down a list of the items purchased, how the suspect paid for the items, and a physical description of the suspect (height, age, weight, etc.). If the items were purchased with cash, note the time and date of the purchase. If you are able to get a car description and license plate number, write that down as well.

NARRATOR (OC): But also remember: It is imperative that you never place yourself in a dangerous situation. If someone is trying to buy large quantities of these items, go ahead and make the sale. If someone is stealing meth-related items, call the police. You must allow local law enforcement officials to do the rest. By completing the Suspicious Transaction Report or notifying the police, you will be doing your part for Meth Watch. Any further involvement could put you or others in danger or prevent the police from doing the job right. Do not try to physically interfere with someone you suspect to be a meth cooker or user.

VIDEO

NARRATOR ON CAMERA, SLOW ZOOM OUT REVEALS NARRATOR NEAR THE CASH REGISTER/PHARMACY COUNTER

NARRATOR SHOWS PRINTED MATERIALS, CUT TO CLOSE-UPS OF MATERIALS

CUT TO MEDIUM SHOT OF NARRATOR

DISSOLVE TO METH WATCH LOGO

FADE TO BLACK.

AUDIO

Also, please remember that there is no easy stereotype of a meth cooker. Most often, the cooker is a white male, age 20 to 40. However, these men often will enlist the help of females in buying the products they need for meth. The best approach for you to take is to watch for behaviors and actions, not a certain demographic.

You may occasionally be asked questions about Meth Watch. These questions likely will come from regular customers who notice changes in your store. We have prepared a Meth Watch information sheet, which can be handed out at each cash register. Thank these customers for their understanding and assure them that you are working to protect them, not inconvenience them.

Retailers are very important players in the battle against meth production. The Meth Watch program will limit the accessibility of products containing key meth ingredients and will make employees more aware of potential dangers. Your participation in Meth Watch will decrease theft and the likelihood of meth cookers viewing your store as an ally in drug production. You will make your store and community a safer place, and you will help protect our environment from further damage.

On behalf of Governor Bill Graves, KDHE Secretary Clyde Graeber and Attorney General Carla Stoval, thank you for watching, and thank you for putting Meth Watch into action.